

## *Morrow Mountain State Park*

### Summary

Morrow Mountain State Park is located in the South District in Stanly County.

#### Morrow Mountain State Park Visitors

In 2004, there were 259,580 visitors to Morrow Mountain State Park. Of those, 25 percent (64,895) were from Stanly County (locals); 69 percent (180,084) were primary purpose, non-local visitors (visitors residing outside of Stanly County that are in the area for the primary purpose of visiting the park); and 6 percent (14,601) were casual use, non-local visitors (visitors residing outside of Stanly County that are in the area for reasons other than visiting the park) (Figure 63).

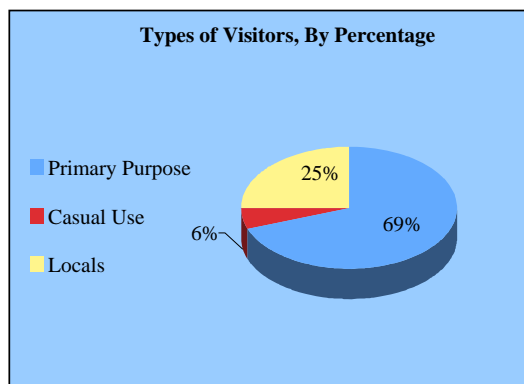


Figure 63. Morrow Mountain - Types of Visitors

Visitors typically enjoyed picnicking, camping, hiking, and canoeing (Figure 64).



Figure 64. Morrow Mountain - Visitor Activities

#### Visitor Expenditures

Those individuals who reside outside of Stanly County and visit the park create economic impact by infusing the economy with outside dollars. Primary purpose, non-local visitors spent an estimated \$1,897,707 while visiting the region. The bulk of that amount was spent on groceries, auto expenses, and dining out (Figure 65).

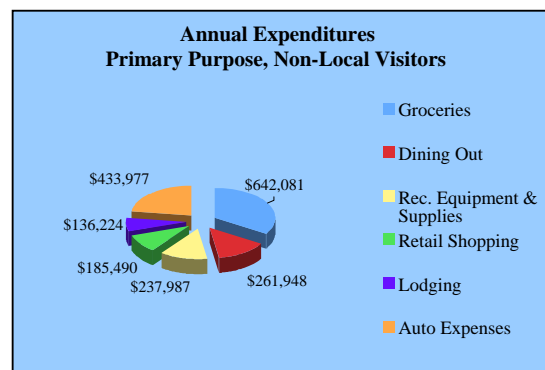


Figure 65. Morrow Mountain - Annual Expenditures of Primary Purpose, Non-Local Visitors

#### Economic Impact

Non-local park visitors that are primarily in the area to visit Morrow Mountain are especially important to the local economy. They bring and spend dollars from outside Stanly County that would not otherwise enter and impact the local economy. The direct expenditures made by these visitors, as well as the subsequent indirect and induced expenditures that follow as a result of their spending, have been measured to determine their impact on local sales, personal income, and employment.

## Economic Impact of Morrow Mountain State Park

### *Impact on Sales*

The impact on sales from the direct expenditures of primary purpose, non-local visitors totaled an estimated \$2,337,747. Most of this impact occurred in the form of spending for groceries, auto expenses, and dining out (Figure 66).

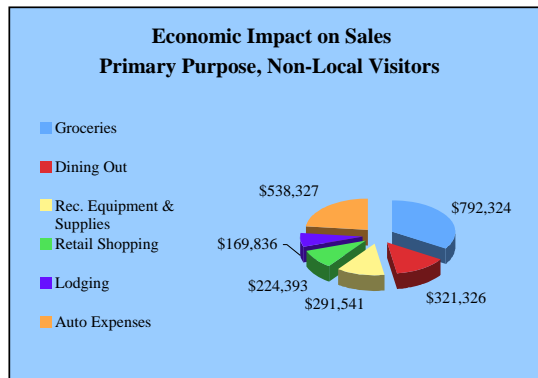


Figure 66. Morrow Mountain - Economic Impact on Sales, Primary Purpose, Non-Local Visitors

### *Impact on Personal Income*

The impact on personal income from the direct expenditures of primary purpose, non-local visitors totaled an estimated \$958,407 (Figure 67). This is a measure of the economic benefit that local residents derive from expenditures made by non-local park visitors.

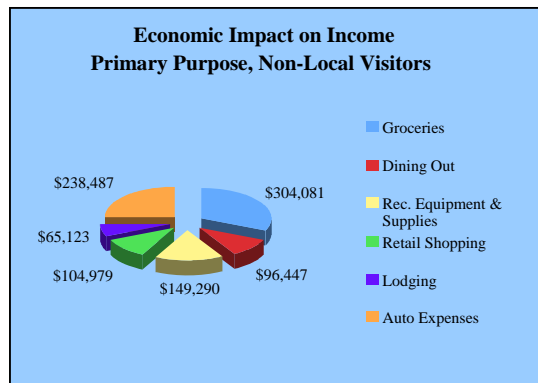


Figure 67. Morrow Mountain - Economic Impact on Personal Income, Primary Purpose, Non-Local Visitors

### *Impact on Employment*

The impact on employment from the direct expenditures of primary purpose, non-local

visitors totaled an estimated 54.8 full-time equivalent jobs in Stanly County (Figure 68).

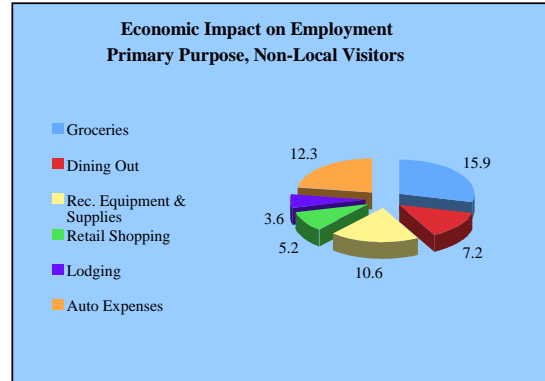


Figure 68. Morrow Mountain - Economic Impact on Sales, Primary Purpose, Non-Local Visitors

### *Overall Impacts*

The economic impact of the park's operating budget also has a role to play in the overall economic impact of the park. During the period of data collection, the park's operating budget was \$601,794. Table 15 provides a summary of the overall economic impact of the park on sales, personal income, and employment.

Table 15. Morrow Mountain - Economic Impacts of Operating Budget and Overall Economic Impact

Impact Category	State Operating Budget	Overall Impacts
Sales	\$817,602	\$3,155,349
Personal Income	\$573,230	\$1,531,637
Employment	16.7	71.5

### *How the State's Investment Benefits Stanly County*

The state's operating budget for Morrow Mountain State Park signifies an investment. Part of the return on this investment is the economic impact created when visitors choose Morrow Mountain for their recreation. A measure of that return is in the "leverage ratio," or the number of dollars generated for local residents for every dollar invested by the state in net operating costs. For Morrow Mountain State Park, that ratio is 1:4.0. Therefore, local residents receive a benefit of \$4.00 for every dollar the state invests.